

Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for Feb 2012 **“DOES NOT INCLUDE FLEET SALES”**

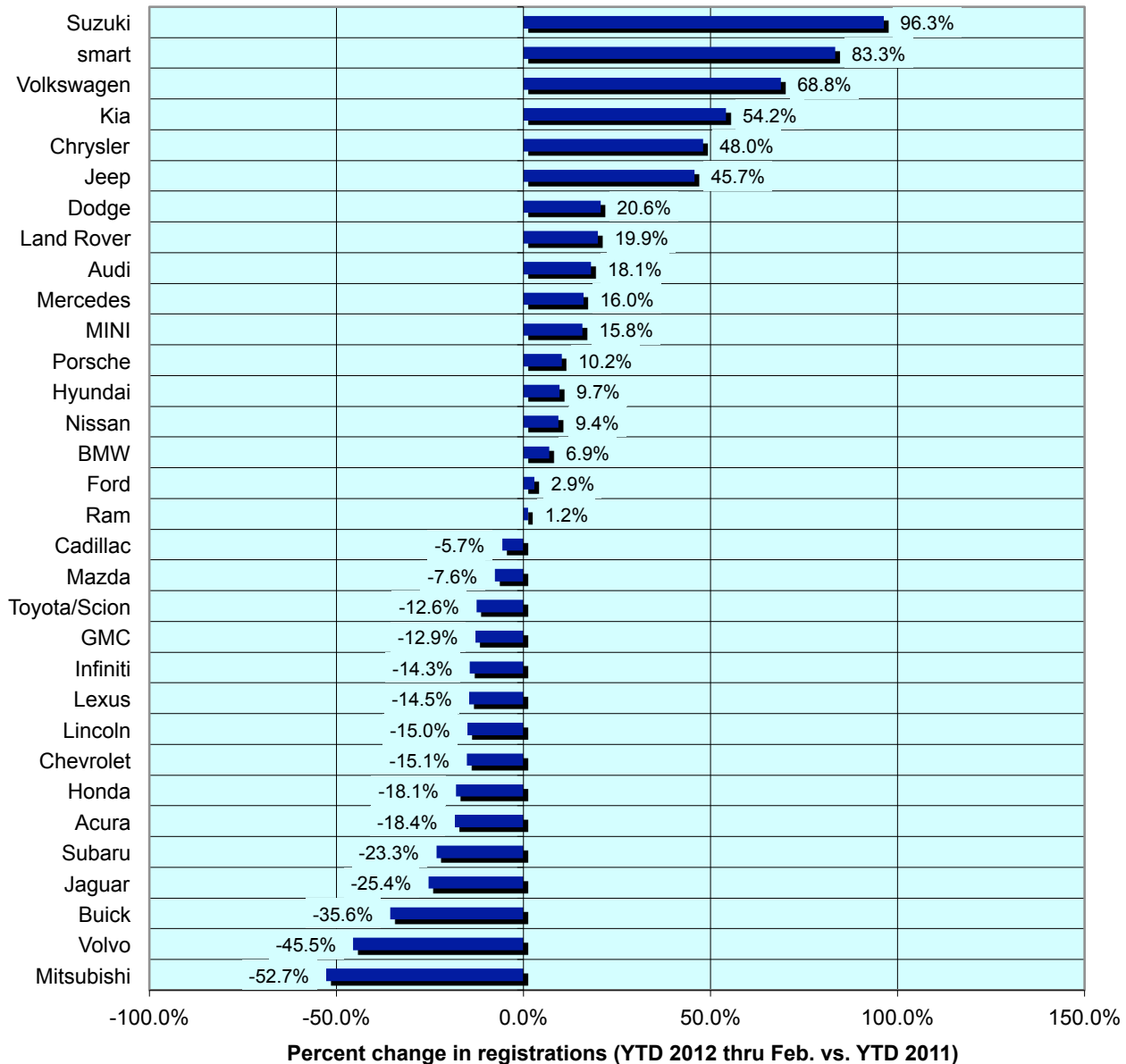


Orange County New Retail Car and Light Truck Registrations

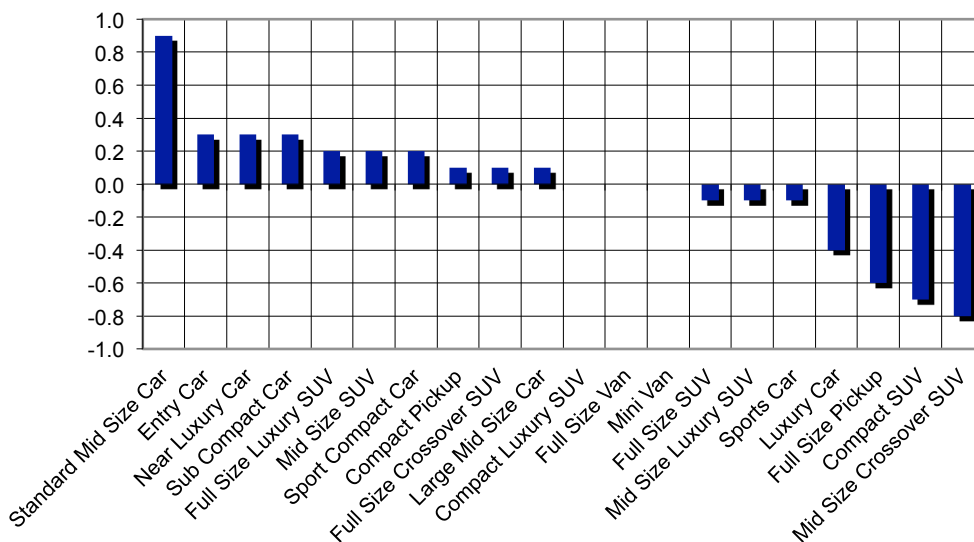
	February				Three Month Period December '11 thru February '12				YTD Totals				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2011	2012	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2011	2012	% chg.	% chg.	2011	2012	Chg.
MARKET SUMMARY															
TOTAL	8,727	8,866	1.6%	11.3%	30,447	31,556	3.6%	7.3%	19,617	19,589	-0.1%	5.9%			
Cars	5,079	5,469	7.7%	12.0%	17,968	18,897	5.2%	6.9%	11,539	11,861	2.8%	5.8%	58.8	60.5	1.7
Light Trucks	3,648	3,397	-6.9%	10.8%	12,479	12,659	1.4%	7.6%	8,078	7,728	-4.3%	6.0%	41.2	39.5	-1.7
Domestic	1,709	1,756	2.8%	9.8%	5,708	6,187	8.4%	9.6%	3,742	3,772	0.8%	7.1%	19.1	19.3	0.2
European	1,660	1,904	14.7%	26.9%	6,414	7,978	24.4%	24.3%	3,997	4,829	20.8%	23.2%	20.4	24.7	4.3
Japanese	4,454	4,075	-8.5%	6.4%	15,680	13,935	-11.1%	-2.3%	10,078	8,787	-12.8%	-2.3%	51.4	44.9	-6.5
Korean	904	1,131	25.1%	26.1%	2,645	3,456	30.7%	24.7%	1,800	2,201	22.3%	21.5%	9.2	11.2	2.0
BRAND REGISTRATIONS															
Acura	143	124	-13.3%	7.4%	558	507	-9.1%	-6.1%	358	292	-18.4%	-6.9%	1.8	1.5	-0.3
Audi	214	248	15.9%	37.4%	646	759	17.5%	21.3%	409	483	18.1%	24.8%	2.1	2.5	0.4
BMW	356	393	10.4%	33.7%	1,629	1,767	8.5%	15.5%	950	1,016	6.9%	18.8%	4.8	5.2	0.4
Buick	51	39	-23.5%	-17.3%	166	119	-28.3%	-15.8%	104	67	-35.6%	-17.5%	0.5	0.3	-0.2
Cadillac	94	104	10.6%	-18.7%	367	365	-0.5%	-12.4%	229	216	-5.7%	-15.2%	1.2	1.1	-0.1
Chevrolet	375	327	-12.8%	-16.9%	1,301	1,183	-9.1%	-3.9%	857	728	-15.1%	-11.2%	4.4	3.7	-0.7
C/D/J/R	274	376	37.2%	30.0%	944	1,369	45.0%	33.8%	634	849	33.9%	30.3%	3.2	4.3	1.1
Chrysler	33	43	30.3%	54.5%	116	179	54.3%	53.5%	75	111	48.0%	47.3%	0.4	0.6	0.2
Dodge	83	87	4.8%	6.1%	233	314	34.8%	19.6%	160	193	20.6%	15.4%	0.8	1.0	0.2
Jeep	130	206	58.5%	48.6%	466	721	54.7%	50.7%	317	462	45.7%	45.0%	1.6	2.4	0.8
Ram	28	40	42.9%	14.9%	129	155	20.2%	13.7%	82	83	1.2%	15.4%	0.4	0.4	0.0
FIAT	0	33			0	110			0	69			0.0	0.4	0.4
Ford	757	778	2.8%	10.2%	2,371	2,632	11.0%	12.8%	1,553	1,598	2.9%	11.1%	7.9	8.2	0.3
GMC	125	107	-14.4%	-22.0%	441	433	-1.8%	-11.0%	302	263	-12.9%	-16.1%	1.5	1.3	-0.2
Honda	1,249	1,085	-13.1%	12.6%	4,428	3,538	-20.1%	-6.2%	2,826	2,314	-18.1%	-4.5%	14.4	11.8	-2.6
Hyundai	649	726	11.9%	23.6%	1,882	2,241	19.1%	17.1%	1,291	1,416	9.7%	14.3%	6.6	7.2	0.6
Infiniti	143	123	-14.0%	12.3%	466	409	-12.2%	-7.0%	308	264	-14.3%	-7.3%	1.6	1.3	-0.3
Jaguar	24	25	4.2%	24.1%	99	68	-31.3%	-3.5%	63	47	-25.4%	4.0%	0.3	0.2	-0.1
Kia	255	405	58.8%	38.9%	763	1,215	59.2%	39.2%	509	785	54.2%	36.8%	2.6	4.0	1.4
Land Rover	55	77	40.0%	56.9%	216	280	29.6%	32.4%	141	169	19.9%	32.6%	0.7	0.9	0.2
Lexus	370	320	-13.5%	6.8%	1,482	1,348	-9.0%	-3.5%	931	796	-14.5%	-7.1%	4.7	4.1	-0.6
Lincoln	32	25	-21.9%	24.0%	103	86	-16.5%	5.6%	60	51	-15.0%	12.6%	0.3	0.3	0.0
Mazda	165	188	13.9%	14.5%	656	629	-4.1%	3.7%	433	400	-7.6%	4.5%	2.2	2.0	-0.2
Mercedes	546	535	-2.0%	43.9%	2,130	2,748	29.0%	37.0%	1,408	1,633	16.0%	32.9%	7.2	8.3	1.1
MINI	88	85	-3.4%	47.1%	334	393	17.7%	29.6%	203	235	15.8%	34.3%	1.0	1.2	0.2
Mitsubishi	100	47	-53.0%	12.0%	289	150	-48.1%	4.3%	203	96	-52.7%	5.8%	1.0	0.5	-0.5
Nissan	484	574	18.6%	8.4%	1,669	1,743	4.4%	6.4%	1,071	1,172	9.4%	3.8%	5.5	6.0	0.5
Porsche	62	63	1.6%	9.3%	188	202	7.4%	-5.7%	118	130	10.2%	-3.3%	0.6	0.7	0.1
smart	2	7	250.0%	143.6%	9	13	44.4%	71.9%	6	11	83.3%	83.6%	0.0	0.1	0.1
Subaru	106	62	-41.5%	33.2%	376	294	-21.8%	9.3%	249	191	-23.3%	21.2%	1.3	1.0	-0.3
Suzuki	14	21	50.0%	10.5%	60	73	21.7%	-3.8%	27	53	96.3%	-0.4%	0.1	0.3	0.2
Toyota/Scion	1,680	1,531	-8.9%	9.0%	5,696	5,243	-8.0%	-1.4%	3,672	3,209	-12.6%	-1.0%	18.7	16.4	-2.3
Volkswagen	249	394	58.2%	54.9%	925	1,440	55.7%	39.4%	544	918	68.8%	42.5%	2.8	4.7	1.9
Volvo	45	21	-53.3%	16.9%	163	103	-36.8%	7.0%	110	60	-45.5%	7.1%	0.6	0.3	-0.3
Other	20	23	15.0%	-37.2%	90	96	6.7%	-58.3%	48	58	20.8%	-50.8%	0.2	0.3	0.1

The table shows new retail light vehicle registrations in Orange County. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. The top 10 ranked brands in each percent change category are shaded green. Source: AutoCount an Experian Company. U.S. figures for Feb are estimated based on reporting from 38 states.

Percent Change in New Retail Light Vehicle Registrations (YTD 2012 thru February vs. YTD 2011)



Change in Segment Market Share - YTD 2012 thru February vs. YTD 2011



This report is sponsored by the Orange County Automobile Dealers Association and produced by Auto Outlook. For questions or comments regarding this report, please contact the Association (714-424-6090) or Auto Outlook (800-206-0102).

Exclusive source for new vehicle registration data is AutoCount, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics. For more information on AutoCount, call 407.770.5900 or visit their web site: www.autocount.com.

